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7. Now the church has taken a leaf from successful business. Full page. Religious press, 800 papers.
8. He found them slaves, He made them companions. Full page. Needle Craft, Today's Housewife. Double page, People's Home Journal. Poster form.
9. Of such is the kingdom of heaven. Full page. Mothers' Magazine. Also poster form.
10. Who owns all this? Full page. Religious press, 800 papers.
11. I have wondered that the church should stoop. Full page. Religious press, 800 papers.
12. Have you ever stopped to think? Full page. General magazines.
13. Something big is going to happen in our church next Sunday. 167 Metropolitan dailies in 74 cities.
14. Something happened in our church last Sunday. General magazines. 167 Metropolitan dailies in 74 cities.
15. On Washington's Birthday. 167 Metropolitan dailies in 74 cities.
16. Lincoln's Steward of Almighty God. 167 Metropolitan dailies in 74 cities.
17. The price of one tire for God. General magazines, full page. Also 167 Metropolitan dailies in 74 cities.
18. Many other smaller ads in Metropolitan papers.

FOUR MINUTE TALKS ON AMERICAN EDUCATION

Numerous opportunities will be afforded, in the churches and other public places, during the coming Interchurch campaign, to present short snappy addresses, setting forth the challenges and needs in the field of Christian Education. That this most effective means of presenting the claims of these institutions to the public may not be neglected, but pushed with vigor, the following "four minute speeches" are offered as suggestions.

A—FOUR MINUTE TALK ON AMERICAN EDUCATION

Again the S. O. S. call comes to the youth of America. It came in Colonial days and the Minute Men of Lexington and Concord made adequate reply. At another crisis in our history, President Lincoln issued a call for seventy-five thousand volunteers for three months and hundreds of thousands of boys answered for three years and more. Once more the bugle

sounded and the word was passed along that the cause of liberty and righteousness was imperilled throughout the earth. Immediately young Americans went into training and shortly crossed the seas in sufficient numbers to hold back the enemies of civilization. It has always been so—the larger and more urgent the call, the greater and readier the response.

Now we are entering upon the most colossal struggle of all. Some sectors of the army of the Kingdom of Might have been shattered but the Kingdom of Right has not yet been established. It cannot be established until the King of Righteousness is exalted. New recruits are required and in larger numbers than ever before of strong, young, eager men and women, ready to train for this great service. The hope of the New Kingdom is in the children. They must be enlisted and placed in the training camps for this great conflict. The training camps are the schools, the colleges, the universities and the seminaries of our land which stand fearlessly for Christian education. These institutions must be preserved. They must be made more efficient. To the strength and courage of the new recruits must be added Christian culture in thoroughly equipped Christian schools.

Thirty Protestant denominations are asking the American people within the next few days to contribute almost eighty million dollars for Christian education. This is for the upkeep of the training camps—the West Points and Naval Academies in this struggle between right and might. Of this eighty million dollars \$. has been assigned to our community. If so designated by the donors, subscriptions can go to our own institutions. If undesignated, they will help swell the resources of this most significant co-operative movement Protestant Christianity has ever known.

If our young men and women give their lives, we can do no less than give our money for this greatest of all human tasks.

B—FOUR MINUTE TALK ON AMERICAN EDUCATION

This is the greatest day Protestantism has known since the Reformation. Thirty denominations are banded together in a united effort to restore peace, prosperity and happiness to a weary and troubled world. The message of good will among men must be proclaimed once more and it must be proclaimed to all the people.

For this campaign for the Prince of Peace, men and women are needed. They are needed in large numbers. They are needed all over the world. They are needed in every walk of life. As leaders of this co-operative forward movement, there must be supplied for the next five years no less than one hundred thousand newly trained ministers, missionaries, physicians, teachers, Bible teachers, religious education directors, religious activity directors, physical work directors, Y. M. C. A. and Y. W. C. A. secretaries, social workers, deaconesses, nurses, pastors' assistants, Sunday school leaders, leaders in young people's work and evangelistic workers and singers.

Here is a specific and important task for our Christian schools, colleges, universities and seminaries. Already many of them are overwhelmed with the numbers of students applying for admission. If these schools meet the obligation placed upon them they must be given resources which they do not now have. Unless the salaries of teachers are increased, many of these schools will be obliged to close their doors. Without extended material equipment these institutions will be unable to do effective work. The greatest task in the world requires the best training in the world.

These denominations have banded themselves together in an effort during the next few days to raise almost eighty million dollars for Christian education. This is the educational part of the budget of the Interchurch World Movement. In the judgment of many of our citizens it is the most vital task of the Christian church today. The goose that lays the golden egg must not be killed. Our institutions of Christian learning must be preserved, supported and developed. Of this eighty million dollars accredited by the Interchurch to Christian education \$. has been assigned to this community. If the donor desires, the institution may be designated to which his funds shall go. If the subscription is undesignated, it will go into a fund which will be distributed pro rata among the participating denominations. This is the most startling and, at the same time, most hopeful illustration of Christian co-operation that has ever come as a challenge to us. It is confidently expected that our community will rise to the emergency and promptly meet the demands made upon it in behalf of the on-coming Kingdom of Christ.